



October 30, 2009

Watco Team:

Last week we had the opportunity to host 170 of our greatest Customers during Customer Appreciation Days in Pittsburg. I say "opportunity" because the people who attended give us many opportunities every day. They do not have to be our Customer; they choose to be our Customer because of the quality service and business relationship we provide.

There is no doubt Customers are important to us. Our Customers provide the financial means by which we all survive, allowing us to put food on our tables and roofs over our heads. Without them Watco would not exist. For this reason it is important that we share our appreciation for their business, not just by hosting an annual event, but by saying "Thank you" every chance we get. Whether during a phone call or face-to-face conversation, remember to tell them how much you appreciate their business because that person has a direct impact on our business and your life.

This year has been especially challenging for many businesses across the country and we have felt the impact of a down economy as well. Although these are not the best of times, we must continue to be thankful for the success we do have and have faith it will get better, but only if we continue to be the best in the industry and provide the greatest service possible.

Last week during Customer Appreciation Days, the Watco team members who hosted those 170 Customers said "Thank you" every opportunity they had. I challenge each and every one of you to do the same today and each day forward.

Thank you for all you do and keep making great things happen.

*Rich*